



perfmaker

*Turn your visitors into loyal customers!*



“

Each one of your visitors is precious, which is why we have developed, tested and listed hundreds of personalised scenarios to optimise their experience on your site.

Perfmaker the 1st software suite to multiply online business opportunities by using unique, immersive experiences that respect your image.

Our team will work with you from the beginning, analyzing, recommending and designing, so that you can benefit from record time-to-market levers... while offering a precise view of the contribution!





## On-site (Re)Action : A challenge from idea to action!

I intensify my efforts on acquisition, that's where the ROI is!



New experiences? Which ones? For what contribution?



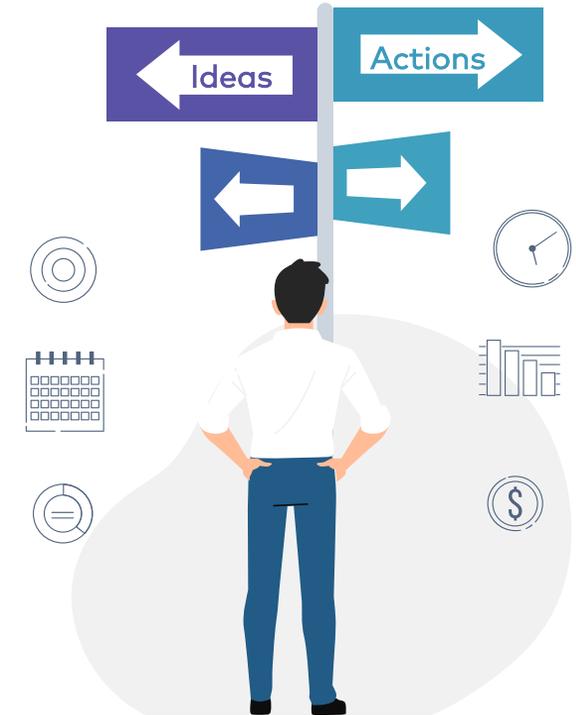
Be careful to respect my visitors from ergonomics to privacy!



I already have the resources: marketing, dev, design...



We already work with a digital agency..



*\*words heard during our interviews  
with webmarketing services*

## All-in-one solution to act effectively with simplicity



You have access to a hub of 450+ on-site experiences to inspire, guide and convert visitors



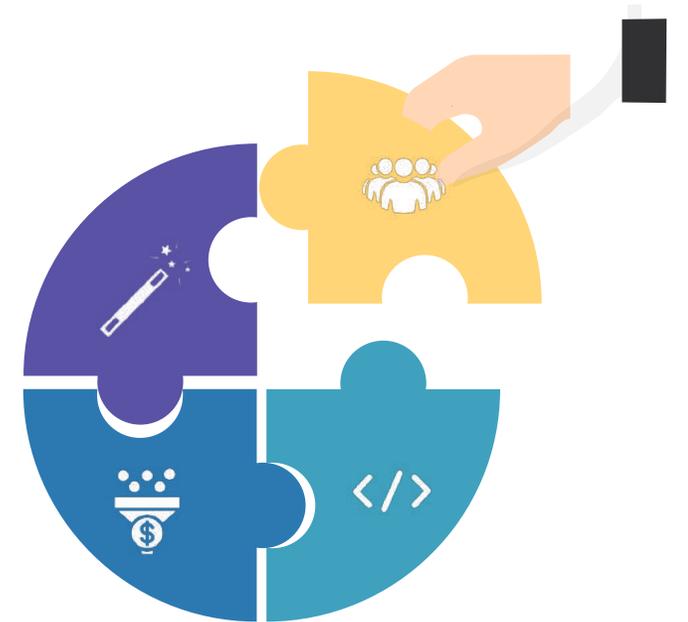
You take advantage of an amazing time to market and precisely measure each of the levers operated.



Our team, as an extension of yours, to analyse, recommend and design everything

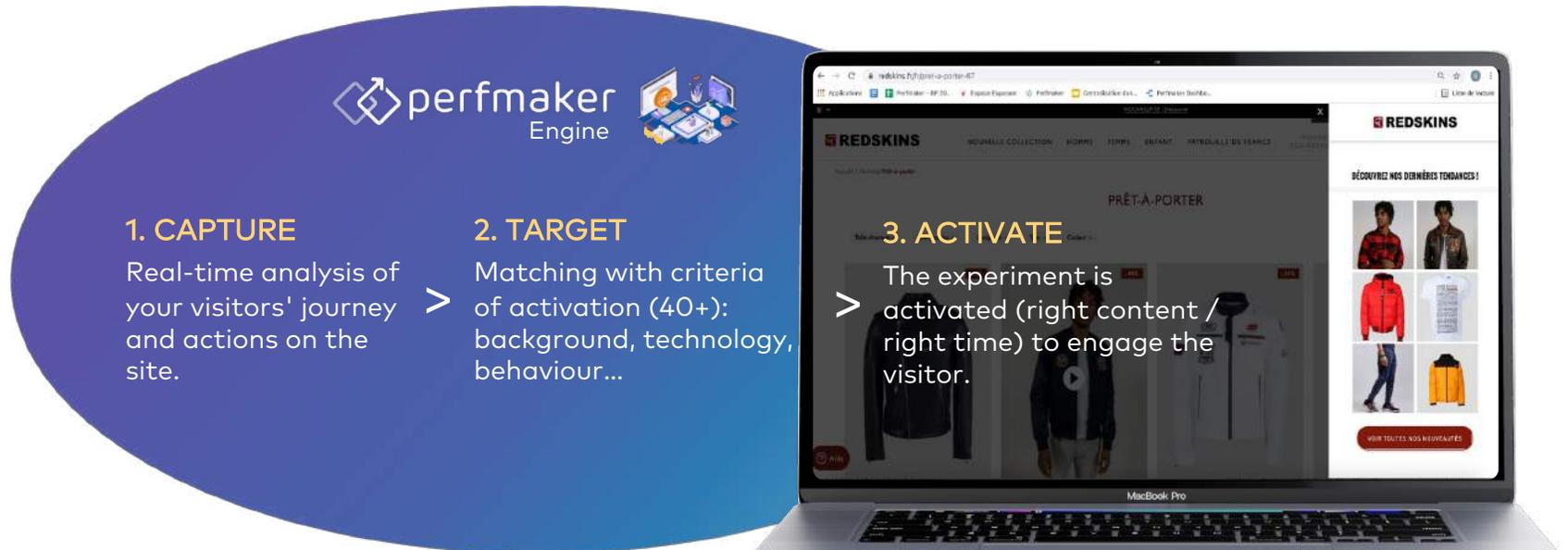


A simplified integration, an installation in a few minutes with GTM, for results from day 1!



*\*No knowledge - No code - Immediately*

# Inspire, guide, qualify, encourage... All the scenarios to engage your audience!



Perfmaker technology dynamically enriches and stimulates the visitor's journey with **customised content** and based on **behavioural analysis**.



# Deliver the experience that converts

## The 3 fundamentals of Perfmaker

### Added-Value Content

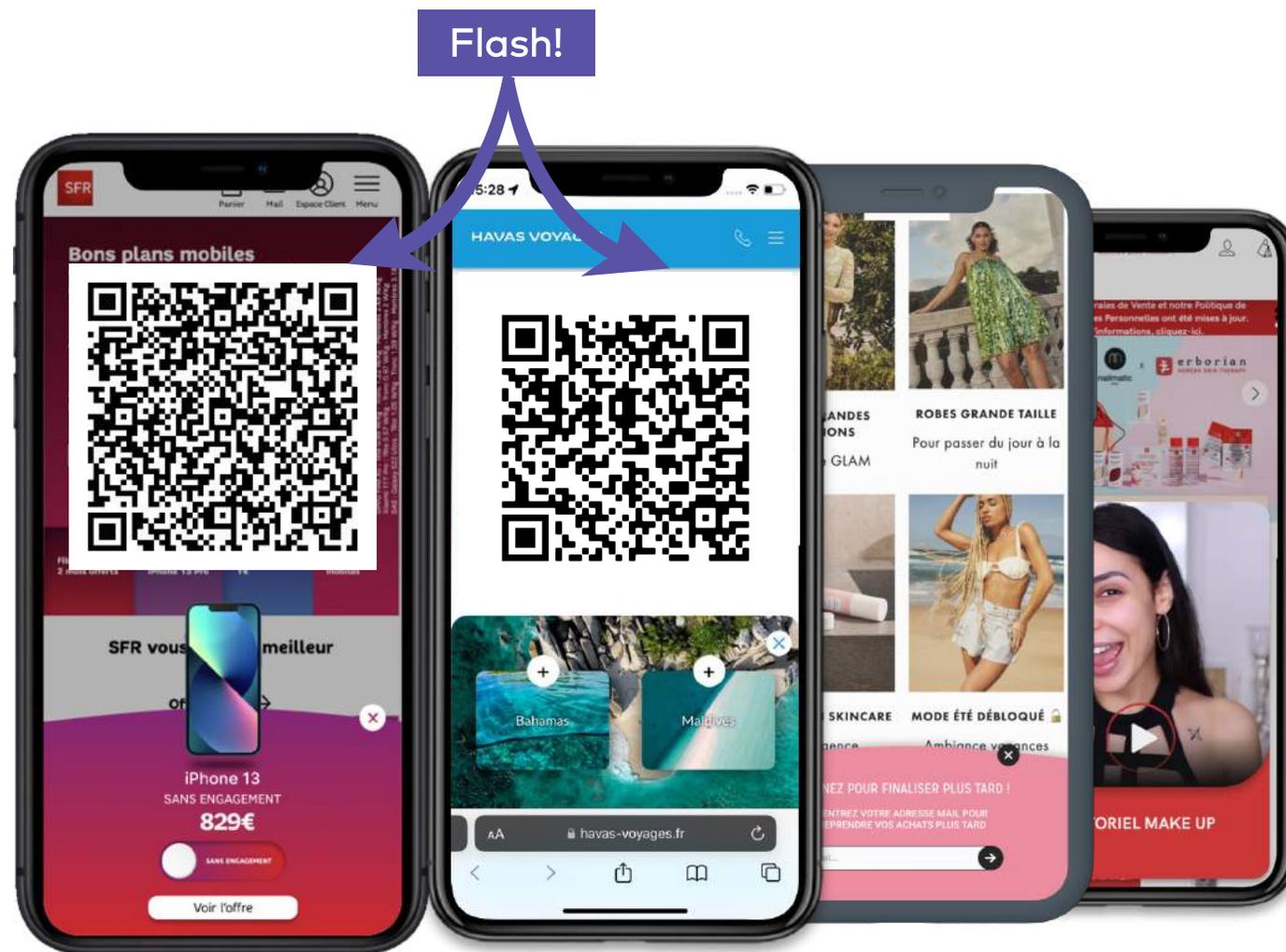
Only experiences to create interactions with the audience.

### Immersive and seamless

Your image is precious and your website is a reflection of it. Frictionless.

### Pressure under control

Surgical targeting with 40+ segmentation criteria to enable optimised triggering.





## Scenarios for each of your needs: Emerchandising, CRO, Product and Loyalty

### Commercial events - Maximise the visibility of your offers and products

Example of pre-configured scenarios:

- Product push / e-merchandising
- Brownfield communications
- Retail Media / Trade Marketing (supplier promotion)
- Cross-selling

### Optimize journeys – Adapt your content to your user's state of mind

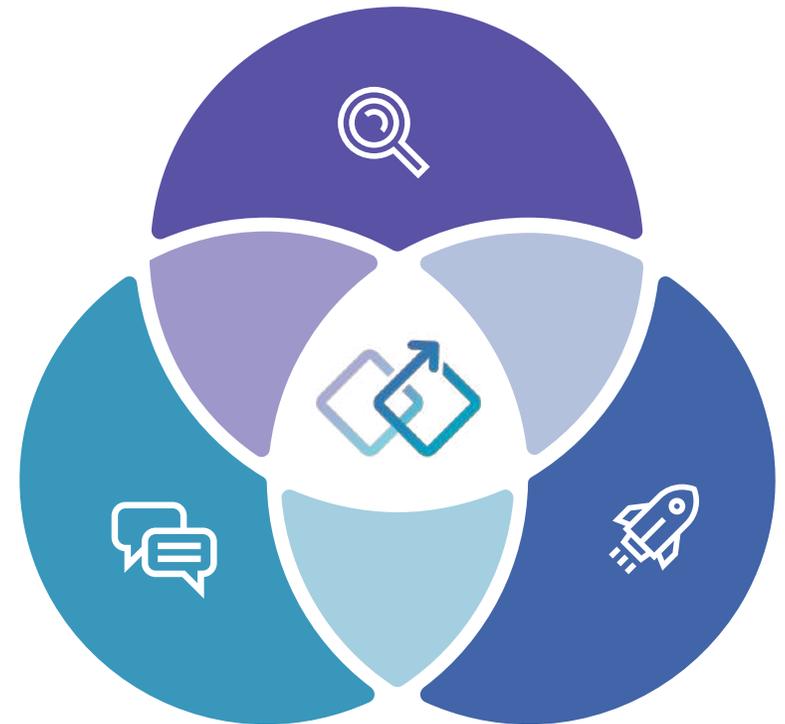
Example of pre-configured scenarios:

- Discover: search suggestion, product push
- Interest: reassure and guide in 3 clicks max
- Consider: dynamic promo coupon, save basket in the cloud, solidarity shopping module

### Create a Long Term Relation - From qualification to build list

Example of pre-configured scenarios:

- Dynamic newsletter / Lead magnet / Competitions
- Survey / NPS / Feedback
- Web to store
- Highlighting of networks



## Our unique approach offers sharp results



Improving the exposure of products

**+ 56% more engagement**



Improve conversions on mobile

**+ 29% more conversion**



Highlighting of flagship products

**+ 38% more Consultations**



Optimize the conversion conversion tunnel

**Souscriptions x 4**



Reduce churn

**+ 12% more subscribers retained**

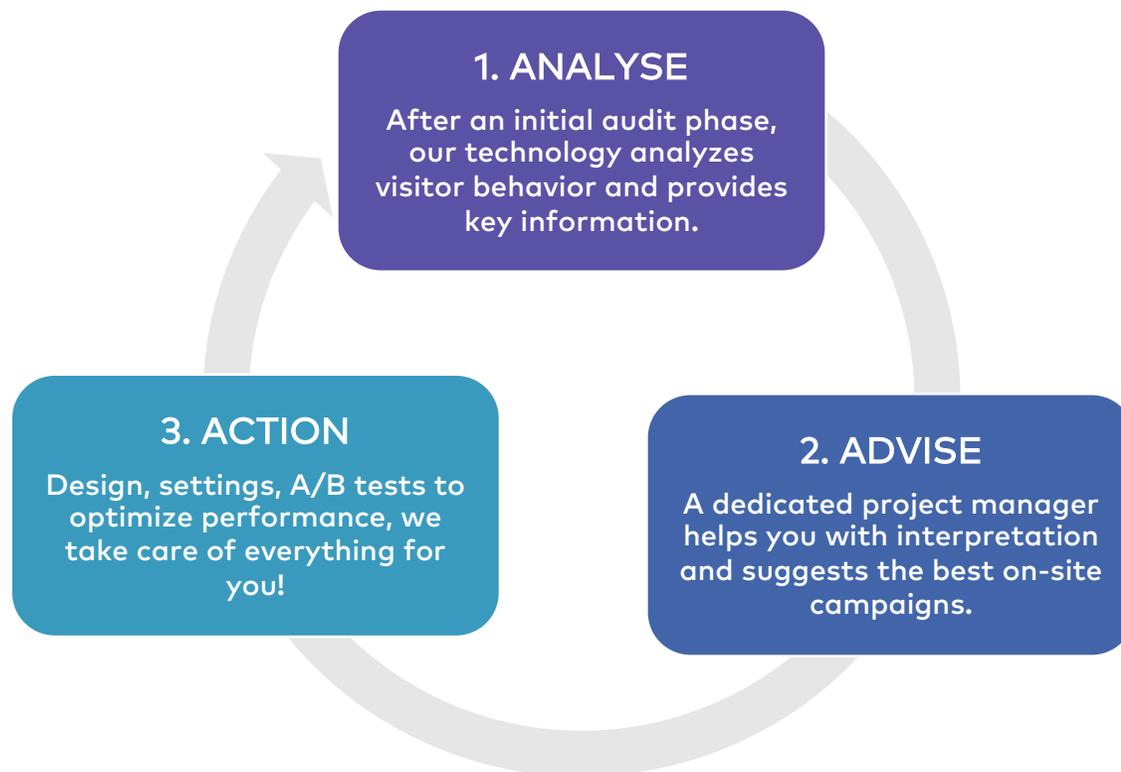


Fighting cart abandonment + Upsell

**+ 7% sales**



## Our CRO experts by your side, all the time



At each predefined period (quarter, month or week): you receive a personalised report and action plan to improve your results!

# Do as they do And optimize your results!



Partners



Entrust us with your problems and challenges:  
contact@perfmaker.com  
+33 (0)1 85 73 16 38  
14, rue Sainte-Foy75002  
Paris

